

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. M. Murphy
From: Karen Eisen
Subject: Northwind In-Mall Product Test

Date: May 7, 1982

The Market Research Department will be conducting an in-mall product test for Northwind during the first week of June. For this test, approximately 125 respondents in each of the malls will be intercepted and given one pack of product to smoke. Based on your list, the product does not have to be tax stamped for the following markets, but I would appreciate if you double checked.

The markets and malls are as follows:

MARKET: Detroit	MARKET: Savannah
SERVICE: E. Freedman Marketing Service	SERVICE: Caroline Cooper
MALL: Oakland Mall	MALL: Oglethorpe Mall
ADDRESS: 350-B 14 Mile Road Troy, Michigan	ADDRESS: Avercorn Extention Savannah, Georgia
TELEPHONE: (313) 569-0444	TELEPHONE: (912) 897-3079
MARKET: Los Angles	MARKET: White Plains
SERVICE: S. Radiloff	SERVICE: Enclosed Mall Research
MALL: Burbank Golden Mall	MALL: Galleria Mall
ADDRESS: 229 N. Golden Mall Burbank, California	ADDRESS: 704 Galleria 100 Main Street Box 630 White Plains, N.Y. 10602
TELEPHONE: (213) 783-7709	TELEPHONE: (914) 997-7200

Karen Eisen

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